

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1. (Currently Amended) A method of ~~enabling~~providing anonymous entry to a competition via a printed competition entry form that includes machine-readable coded data, the method including the steps, performed in a computer system, of:
  - receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;
  - assigning a competition ~~alias ID~~alias identifier (ID) to the competition entry; and
  - transmitting the competition entry to a competition administrator with the competition alias ID, thereby enabling the anonymous entry to the competition.
2. (Original) The method of claim 1, wherein the form is disposed on a product label including human-readable information relating to the competition, and the coded data is indicative of at least an identity of the label, wherein the interaction data includes at least the identity of the label.
3. (Original) The method of claim 2, wherein at least some of the coded data includes a label identifier.
4. (Original) The method of claim 3, wherein the label identifier is a unique product item identifier.
5. (Original) The method of claim 4, wherein the unique product item identifier is an electronic product code.
6. (Original) The method of claim 5, wherein the coded data is substantially invisible to a human.
7. (Currently Amended) The method of claim 1, wherein the interaction data includes digital ink, the digital ink having been generated by the sensing device in response to

movement of the sensing device relative to the entry form, the method including ~~by the step~~ of transmitting the digital ink to the competition administrator.

8. (Currently Amended) The method of claim 1, wherein the interaction data includes a ~~device-ID-device identifier (ID)~~ associated with the sensing device used to generate the interaction data, and the step of assigning the competition alias ID is performed in reliance on at least the device ID.

9. (Original) The method of claim 8, wherein the competition alias ID is selected or calculated so as to be unique to a combination of the device ID and a competition identity.

10. (Original) The method of claim 1, wherein the competition alias ID is selected or calculated so as to be unique to a combination of the device ID and a manufacturer, producer or other entity associated with the product.

11. (Original) The method of claim 1, wherein the competition alias ID is selected or calculated so as to be unique to a combination of the device ID and a competition entry.

12. (Currently Amended) A method of ~~enabling-providing~~ anonymous entry to a competition via a printed product label that includes human-readable information relating to the competition and machine-readable coded data relating to an identity of the label, the method including the steps of:

receiving, in a computer system, interaction data generated by a sensing device, the interaction data being derived from at least some of the machine-readable coded data sensed by a sensing device in response to a user using the sensing device to draw, write, point or click on the label, the interaction data being indicative of a position of the sensing device relative to the sensed coded data;

assigning a competition ~~alias-ID~~ alias identifier (ID) to the interaction data; and  
transmitting the interaction data and the competition alias ID to a competition administrator for correlation with the competition, thereby enabling anonymous entry to the competition.

13. (Original) The method of claim 12, at least some of the coded data having been sensed during movement of the sensing device relative to the label, the interaction data

including movement data indicative of the movement of the sensing device relative to the label.

14. (Original) The method of claim 13, the label including a region of the human-readable information that relates to entry submission, wherein, in the event the sensing device is used to interact with the region, the interaction data generated by the sensing device during the interaction is indicative, in the computer system, of an intention to enter the competition.

15. (Currently Amended) The method of claim 12, including the steps of receiving, from the sensing device, a sensing ~~device ID~~ device identifier (ID), and generating the alias ID in the computer system using the sensing device ID and a ~~competition ID~~ competition identifier (ID).

16. (Original) The method of claim 12, including the steps of receiving, from the sensing device, a sensing device ID, and generating the alias ID in the computer system using the sensing device ID and an identity of a manufacturer, producer or other commercial entity associated with the label.

17. (Original) The method of claim 12, including the steps of receiving, from the sensing device, a sensing device ID and an identity of the label determined from the sensed coded data, and generating the alias ID in the computer system using the sensing device ID and the identity of the label.

18. (Original) The method of claim 17, wherein at least some of the coded data includes a label identifier.

19. (Original) The method of claim 18, wherein the label identifier is a unique product item identifier.

20. (Original) The method of claim 19, wherein the unique product item identifier is an electronic product code.

21. (Currently Amended) A system for ~~enabling-providing~~ anonymous competition entry, the system including:

a sensing device configured to: sense machine-readable coded data from a form as the sensing device is used to interact with the form; and generate interaction data representing the interaction of the sensing device with the coded data; and

a computer system configured and programmed to: receive the interaction data; correlate the interaction data with a competition, and assign a competition ~~alias-ID~~alias identifier (ID) to the interaction data, thereby enabling the anonymous competition entry.

22. (Original) A system according to claim 21, wherein the computer system is configured and programmed to forward the interaction data and its alias ID to a competition administrator.

23. (Original) The system of claim 21, wherein the interaction data identifies at least an identity of the form and a position of the sensing device relative to the form.

24. (Currently Amended) The system of claim 21, wherein the sensing device stores a sensing ~~device-ID~~device identifier (ID), the sensing device configured to forward the sensing device ID to the computer system for use with the interaction data.

25. (Currently Amended) The system of claim 24, wherein the competition alias ID is associated with an ~~application-ID~~application identifier (ID) and the sensing device ID.

26. (Original) The system of claim 21, wherein the form is disposed on a product label including human-readable information relating to the competition.

27. (Original) The system of claim 26, wherein at least some of the coded data includes a label identifier.

28. (Original) The system of claim 28, wherein the label identifier is a unique product item identifier.

29. (Original) The system of claim 28, wherein the unique product item identifier is an electronic product code.

30. (Original) A system for anonymous competition entry via:
- a product label including human-readable information relating to the competition and machine-readable coded information relating to an identity of the label; and
  - a sensing device configured to: sense at least some of the machine-readable coded data as the sensing device is moved across the product label; and generate interaction data based at least partly on the sensed coded data;
- the system including a computer system configured and programmed to:
- (a) receive the interaction data from the sensing device;
  - (b) correlate the interaction data with a competition;
  - (c) assign a competition alias ID to the interaction data; and
  - (d) record an entry in the competition.
31. (Currently Amended) The system of claim 30, wherein the computer system is configured and programmed to:
- receive a sensing ~~device ID~~device identifier (ID) from the sensing device; and
  - generate the competition ~~alias ID~~alias identifier (ID) using the sensing device ID and a competition identity.
32. (Currently Amended) The system of claim 30, wherein the computer is configured and programmed to:
- receive a sensing ~~device ID~~device identifier (ID) from the sensing device; and
  - generate the alias ID using the sensing device ID and an identity of a manufacturer, producer or other commercial entity associated with the label.
33. (Currently Amended) The system of claim 30, wherein the computer is configured and programmed to:
- receive a sensing ~~device ID~~device identifier (ID) from the sensing device; and
  - generate the competition alias ID using the sensing device ID and the identity of the label.
34. (Original) A product label including human-readable information relating to a competition and machine-readable coded information relating to an identity of the label, the

product label being configured for use in the method of claim 1 or claim 12, or the system of claim 21 or 30.

35. (Currently Amended) A method according to claim 1, for ~~enabling-providing~~ entry to a competition via machine-readable coded data on an entry form on a printed label of a product, the method including the steps of:

receiving, in a computer system, interaction data from a sensing device, the interaction data representing interaction of the sensing device with the coded data on the entry form, ~~the interaction data allowing the competition entry to be being~~ electronically captured in the computer system ~~by using the interaction data~~; and

transmitting the competition entry to a competition administrator.

36. (Currently Amended) A method according to claim 1, using a product label for ~~enabling-providing~~ entry to a competition, the product label comprising:

machine-readable coded data indicative of at least an identity of the label, said machine-readable coded data being readable by a sensing device as the sensing device is moved across the product label, thereby to produce interaction data for ~~enabling-the~~ competition entry;

human-readable information pertaining to the competition, the human-readable information being at least partially coincident with the machine-readable coded data, the human-readable information including at least one field element that has a corresponding zone defined in relation to it in a page description stored in a remote computer system.

37. (Currently Amended) A method according to claim 1, for ~~enabling-providing~~ anonymous entry to a competition, the competition being entered by interaction of a sensing device with a product label to generate interaction data indicative of at least an intention to enter the competition, the method including the steps, performed in a computer system, of:

identifying a first telecommunication address of the entrant ~~from either~~ an identity of the sensing device received or determined in the computer system; ~~or~~ ~~or~~ the interaction data;

associating a temporary telecommunication address with the first telecommunication address;

sending the temporary telecommunication address and interaction data to a competition administrator;

receiving, from the competition administrator, information from the competition administrator addressed to said temporary telecommunication address; and

forwarding the information from the competition administrator to the first telecommunication address.

38. (Currently Amended) A method according to claim 1, ~~for enabling for competition entry by an entrant to enter a competition; and limiting and limitation of subsequent~~ communication between a competition administrator and the ~~entrant; entrant~~ via a sensing device interacting with machine-readable coded data on a printed competition entry form, the method comprising the steps, performed in a computer system, of:

(a) receiving interaction data representing the interaction of the sensing device with the coded data, ~~the interaction data enabling the competition entry to be being~~ electronically captured in the computer system ~~by using the interaction data;~~

(b) transmitting the competition entry to the competition administrator; and

(c) ~~enabling transmission of~~ configuring the computer system to transmit up to a predetermined number of electronic messages from the competition administrator to the entrant.

39. (Currently Amended) A method according to claim 1, for limiting communication between an application and a user, via a sensing device interacting with machine-readable coded data printed on a surface, the method comprising the steps, performed in a computer system, of:

(a) receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling identification of the application;

(b) transmitting information based on at least some of the interaction data to the application; and

(c) ~~enabling transmission of~~ configuring the computer system to transmit up to a predetermined number of electronic messages from the application to the user.

40. (Currently Amended) A method according to claim 1, for ~~enabling instant win competition entry by~~ an entrant ~~to enter an instant win competition via~~ a printed competition entry form that includes machine-readable coded data that can be sensed by a sensing device configured to generate interaction data based on the sensed coded data, the method comprising the steps, performed in a computer system, of:

receiving the interaction data representing interaction of the sensing device with the coded data, ~~the interaction data enabling the competition entry to be being captured in the computer system by using the interaction data;~~

transmitting the competition entry to a competition administrator that is configured to determine whether the competition entry is an instant win entry.

41. (Currently Amended) A method according to claim 1, for ~~enabling--providing~~ anonymous electronic redemption of a coupon printed as part of a product label, the product label including machine-readable coded data, the method including the steps, performed in a computer system, of:

receiving interaction data representing interaction of a sensing device with the coded data, ~~the interaction data enabling electronic capture of coupon data of the coupon, and and~~ a product identifier associated with the product label ~~being electronically captured using the interaction data;~~

assigning a competition ~~alias ID~~ alias identifier (ID) to the coupon data; and

transmitting the coupon data, the product identifier and the competition alias ID to a coupon administrator configured to redeem the coupon electronically.

42. (Currently Amended) A method according to claim 1, for ~~enabling--providing~~ anonymous and electronic redemption a plurality of coupons, wherein each the plurality of coupons is disposed on a product label and includes coded data that can be used to determine a unique product identifier of the product label with which it is associated, the method including the steps of:

using a sensing device, and for each of the plurality of coupons:

(a) generating interaction data by sensing at least some of the coded data of the coupon, the interaction data representing interaction of the sensing device with the coded data; and

(b) forwarding the interaction data to a computer system, for ~~enabling electronic capture of the coupon offer and the product identifier associated with the product label to be captured electronically in the computer system, thereby enabling the computer system to transmit--for transmission of~~ the coupon offer and the product identifier to a coupon administrator ~~by the computer system;~~ and

receiving coupon redemption information from the coupon administrator after a predetermined combination of coupon offers relating to a plurality of the product identifiers and or coupon offers has been transmitted to the coupon administrator.



43. (Currently Amended) A method according to claim 1, for ~~enabling-providing~~ entry to a competition using a printed competition entry form including coded data readable by a sensing device as the sensing device is used to interact with the entry form, the method including the steps, performed in a computer system, of:

receiving, from the sensing ~~device-interaction~~device interaction data representing interaction of the sensing device with the coded data, ~~the interaction data enabling the competition entry to-be-being~~ electronically captured in the computer system; ~~system by using the interaction data,~~ and a sensing ~~device-ID~~device identifier (ID) of the sensing device;

allocating a temporary registration to the sensing device ID or to a user of the sensing device, the registration including a return electronic address associated with the sensing device ID or the user;

transmitting the competition entry to a competition administrator; and

verifying competition entry via the return electronic address.

44. (Currently Amended) A method according to claim 1, for validating entry to a competition via interaction of a sensing device with a printed competition entry form comprising coded data indicative of a unique product identifier, the method comprising the steps, performed in the computer system, of:

receiving, from the sensing device, the product identifier and interaction data representing interaction of the sensing device with the coded data, the interaction data including at least the unique product identifier ~~and enabling~~ a competition entry ~~to-be-being~~ electronically captured in the computer system by using the interaction data; and

transmitting the product identifier and the competition entry to a competition administrator for validation of the competition entry at the competition administrator by verification of the product identifier.